

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
The Upper Deck Company, LLC		06/13/2011	LIMITED LIABILITY COMPANY: CALIFORNIA

RECEIVING PARTY DATA

Name:	The Upper Deck Company, Inc.
Street Address:	2251 Rutherford Road
City:	Carlsbad
State/Country:	CALIFORNIA
Postal Code:	92008
Entity Type:	CORPORATION: NEVADA

PROPERTY NUMBERS Total: 40

Property Type	Number	Word Mark
Registration Number:	2746918	PROVIEW
Registration Number:	2757782	RETRO
Registration Number:	2856528	OLD JUDGE
Registration Number:	2875986	PIECE OF THE ACTION
Registration Number:	1589910	UPPER D.E.C.K.
Registration Number:	1825117	YOUNG GUNS
Registration Number:	2005742	PLATINUM POWER
Registration Number:	2950466	ULTIMATE COLLECTION
Registration Number:	2952538	RENDITIONS
Registration Number:	2957528	GAME BREAKERS
Registration Number:	2980081	PENCAM
Registration Number:	2485529	UPPER DECK AUTHENTICATED
Registration Number:	2493134	MVP
Registration Number:	2588481	LEGENDARY CUTS

TRADEMARK

900196335

REEL: 004576 FRAME: 0459

CH \$1015.00 2746918

Registration Number:	2588452	TOP SHELF
Registration Number:	2654978	SWEET SHOT
Registration Number:	2663938	EVOLVE
Registration Number:	2662474	HONOR ROLL
Registration Number:	2682501	SP GAMEUSED EDITION
Registration Number:	2701810	BLACK DIAMOND
Registration Number:	2710652	
Registration Number:	2781169	FUTURE WATCH
Registration Number:	2796625	
Registration Number:	2799664	EVOLUTION
Registration Number:	2827156	PRIORITY SIGNING
Registration Number:	2055968	CHAMPIONSHIP SERIES
Registration Number:	2116410	TRILOGY
Registration Number:	2211898	S P AUTHENTIC
Registration Number:	2221824	RADIANCE
Registration Number:	2221823	SPECTRUM
Registration Number:	2298071	SP TOP PROSPECTS
Registration Number:	2319395	SIGN OF THE TIMES
Registration Number:	2316707	OVATION
Registration Number:	2326592	WINNING MATERIAL
Registration Number:	2406938	A PIECE OF HISTORY
Registration Number:	2416448	CENTURY LEGENDS
Registration Number:	2931462	BEEHIVE
Registration Number:	2443379	SP SIGNATURE EDITION
Registration Number:	1941455	ROOKIE EXCHANGE
Registration Number:	2058365	SPX

CORRESPONDENCE DATA

Fax Number: (760)454-4673
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 858-344-5905
Email: pollie@gandalegal.com
Correspondent Name: Pollie Gautsch, Esq
Address Line 1: 2033 San Elijo #201
Address Line 4: Cardiff, CALIFORNIA 92007

NAME OF SUBMITTER: Pollie Gautsch

	/polliegautsch/
Date:	07/06/2011
Total Attachments: 1 source=Executed Trademark Transfer from LLC to INC(3)#page1.tif	

ASSIGNMENT

The Upper Deck Company, LLC ("Assignor"), has previously adopted and used in its business the trademarks filed with the United States Patent and Trademark Office registration number

Proview for 2746918, Retro for 2757782, Old Judge for 2856528, Piece of the Action for 2875986, Upper D E C K and design for 1589910, Young Guns for 1825117, Platinum Power for 2005742, Ultimate Collection for 2950466, Renditions for 2952538, Game Breakers for 2957528, Pencam for 2980081, Upper Deck Authenticated for 2485529, MVP for 2493134, Legendary Cuts for 2588481, Top Shelf for 2588452, Sweet Shot for 2654978, Evolve for 2663938, Honor Roll for 2662474, SP Gameused Edition and design for 2682501, Black Diamond for 2701810, Miscellaneous Design (UD Logo Hologram design) for 2710652, Future Watch for 2781169, Miscellaneous Design (Diamond Hologram design) for 2796625, Evolution for 2799664, Priority Signing for 2827156, Championship Series for 2055968, Trilogy for 2116410, S P Authentic and design for 2211898, Radiance for 2221824, Spectrum for 2221823, SP Tops Prospects and Design for 2298071, Sign of the Times for 2319395, Ovation for 2316707, Winning Material for 2326592, A Piece of History and Design for 2406938, Century Legends for 2416448, Beehive for 2931462, SP Signature Edition and design for 2443379, Rookie Exchange for 1941455, and SPx and design for 2058365.


Assignor and The Upper Deck Company, Inc., a Nevada company ("Assignee") consent to transfer and assign to Assignee the above intellectual property rights pursuant to an agreement between the parties.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, transfers and conveys to Assignee all right, title and interest worldwide in and to the trademarks (and all renewals and extensions thereof). This Assignment is made pursuant to the terms of the agreement.

IN WITNESS WHEREOF, Assignor and Assignee have executed this Assignment on June 13 2011.

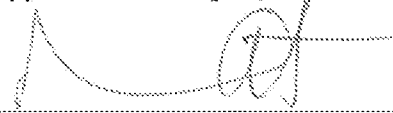
Assignor

The Upper Deck, LLC

By:  _____

Assignee

The Upper Deck Company, Inc

By:  _____